

In the Remarks

On page 39 please amend the definition of brand to read as shown below.

D1 Brand - A symbol or device indicating ownership or source: mark, hallmark, label, logo, logotype, trade mark, stamp, tag, seal. <sup>1</sup> A distinctive style usually associated with manufactured goods : model, cut, line, make, pattern. <sup>2</sup> A specific characteristic, reputation or trait ascribed to an organization and/or one of its offerings.

On page 40 please amend the definition of process to read as shown below.

D2 Process - A series of actions, changes, and/or functions bringing about a result.<sup>3</sup>

On page 40 please amend the footnotes as shown below:

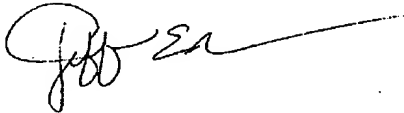
<sup>2</sup>~~Excerpted from American Heritage Talking Dictionary. Copyright © 1997 The Learning Company, Inc. All Rights Reserved.~~

<sup>3</sup>~~Excerpted from American Heritage Talking Dictionary. Copyright © 1997 The Learning Company, Inc. All Rights Reserved.~~

REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "JEFF EDER", with a long horizontal flourish extending to the right.

Jeff S. Eder, Practitioner Number 52,849

Dated: 3/15/2004